



IdLink Systems, LLC

www.TheIdLink.com

<https://vimeo.com/232719956>

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Challenge:

Identity theft is a rapidly growing problem. User names and passwords are stored on servers and easily compromised, allowing for the theft of sensitive data. Identity theft statistics for the first 11 months of 2019 are*:

- 1338 US-based data breaches reported, 164 million personal records exposed
- Records compromised by industry:
 - Healthcare – 36%
 - Financial services - 7%
 - Education - 8%

Trends in identity theft are evolving to focused attacks targeting more profitable data and compromising more records per attack. The quality of the malware used in these attacks is improving, making hacking easier.

Solution:

IdLink Systems, LLC is an Arizona-based Platform as a Service (PaaS) company providing a cloud based, HIPAA compliant, secure Identity and Access Management platform for global access without the use of passwords. Access to users' data is easily achieved through self-validation using our patented backbone (Anonymous Association System utilizing biometrics). Secured, sensitive data can be accessed on any mobile/smart device, from anywhere in the world. Anonymous access is what differentiates the IdLink system from all other biometric security systems. Facial and voice biometrics are stored in the cloud and, after validation, access to data is allowed without leaving a trail or an ability to track. This process denies hackers access to secured data. We authenticate user identity using this principle: **What you are – your face; What you have – your voice; What you know – your PIN.**

Opportunity:

The global identity theft services market is rapidly growing from \$6.65B in 2019 to \$24.1B in 2025. Because of the prevalence of hacking and stealing of healthcare records, IdLink is initially targeting the healthcare market, focusing on healthcare systems and providers by offering a new approach to the protection of their patients' sensitive information.

Team:

The IdLink Systems team members possess many years of entrepreneurial experience, combined with decades of technology, healthcare, operational and financial expertise.

- **Satish Kholay**, CEO and CTO – Serial entrepreneur; Founder PowerOneData International; Angel investor, advisor and mentor.
- **Dean Hoffman**, COO and CFO – CPA; MBA; Healthcare executive; Business consultant; Entrepreneur.

Our advisors include:

- **Alan Pitt, MD** – Barrow Neurological Institute; Anonymous Association Patent Author.
- **James Waldrop** – Serial entrepreneur; Tech company executive.
- **Dr. Gary Gibbons** – Associate Professor, Thunderbird School of Global Management; InvestU; Angel investor.
- **Dr. Sandeep Gupta** – School Director and Professor, Engineering, Arizona State University.
- **Dr. Ayan Banerjee** – Assistant Research Professor, Engineering, Arizona State University.